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# A New Rose of Wondrous Beauty



Excelsa, a Greatly Improved Crimson Rambler.

## GREAT "TRIAL COLLECTION"

8 ROSE BUSHES FOR \$1.00—12½c EACH.

The best value ever offered for the money and the greatest sale of Rose plants in all history. Nearly a million plants sold in this marvelous collection up to date! Ours is the greatest stock of high grade Rose plants on their own roots in America. Our lists include the finest of the world's productions! All inferior varieties are discarded. White, pink, red, yellow—every tint and shade—beautiful climbing Roses—rare Roses of every kind are included, our selection—strong, sturdy plants sure to grow and just as sure to bloom this and every year—8 plants in all, each one labeled and sent postpaid anywhere in the 48 States of America—all for \$1.00, or 12½c each!

**8**

Strong, Hardy, Everblooming Rose Plants, includes the famous Climbing Excelsa, a Greatly Improved Crimson Rambler, and Pink Maman Cochet.

**\$1**

We will include in the "Trial Collection" one Climbing Excelsa, a greatly improved Crimson Rambler, a sterling novelty—also one Pink Maman Cochet. These two Roses alone are almost worth half the price of the entire collection.

ORDER NOW and we will reserve the plants for you if desired and send at the proper planting time or whenever you direct.

**HELLER BROTHERS COMPANY, NEW CASTLE, INDIANA**

Dear Friend:

Your request for copy of our catalog "Roses of Newcastle" has been received for which we thank you. Owing to the unusual printing conditions the book has been delayed but we expect to have it in a very short time and immediately upon its being finished your copy will be sent.

We regret the delay but we are sure you will understand the conditions are beyond our control.

Ordering early is extremely advisable as there never has been such a scarcity of roses as now and the supply in this country is wholly inadequate to meet the demands. Last year we were obliged to turn back hundreds of orders and thus disappoint many good friends.

This year our stock is larger than ever and, if possible, in finer condition and we feel sure it will be sufficient to meet the demand, but as a matter of precaution we would suggest that you send us the order as early as you can and we will ship any time you direct.

Again thanking you for your valued inquiry, we are

Yours very truly,

HELLER BROTHERS COMPANY,  
New Castle, Indiana.



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*in charge*  
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